

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Idaho Ski Areas Association	Grant Number: 11-M-04
Date Submitted: August 15, 2012	Report #: Final
Date Posted for Review: 8/20/12 m	

Awarded Grant: \$ 39,393.00	Cash Match Requirement: \$ 4431.75	Total Cash Match Committed: \$ 4431.75
Amount Expended YTD: \$ 38609.67	Cash Match Documented YTD: \$ 0	

Copy for additional elements

Element 1: Peak Video, Website & Idaho Tourism office campaign partnership

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Progress of Element since grant award or last report:

Peak Video

October 2011 to April 2012 - Peak Video included Ski Idaho resort, Sun Valley, in its nationally syndicated ski show... 'Mountain Top Ski & Snowboard Series,' which airs in 210 cities across the U.S.

December 2011 to March 2012 - Peak Video hosted two ski shows at the following Ski Idaho resorts, which aired on Northwest Cable News -- Silver Mountain Resort & Brundage Mountain Resort. In addition, two Idaho shows, 'Soul of Skiing and 'Panhandle Powder' aired for an additional year on Northwest Cable News. These resorts included Silver Mountain, Schweitzer Mountain, Grand Targhee, Lost Trail, Pebble Creek, Pomerelle, Soldier Mountain and Sun Valley.

November 2011 - Peak Video provided raw video to Brundage & Silver Mountain for the current ski season's spots.

February 2012 - Peak Video shot HD B-roll and interviews at the following Ski Idaho resorts... Silver Mountain, Lookout Pass, Cottonwood Butte, Snowhaven, Tamarack Resort, Bogus Basin, Pebble Creek Ski Area, Kelly Canyon and Grand Targhee. Peak produced daily videos for each resort's website while on location. Peak also furnished Pebble Creek video to Lava Hot Springs for a commercial spot. Peak also provided video of Pebble Creek and Grand Targhee for the National 'Ski & Snowboard Month' project.

March 2012 - Peak Video furnished video to Schweitzer Mountain & the Idaho Travel Council.

www.SkIdaho.us

January 2012 – the Ski Idaho website launched a mobile version that now appears on smart phone platforms Apple and Android.

Extended Marketing in partnership with Drake Cooper and Idaho Tourism Office

November 2011 – March 2012 – Ski Idaho contributed incrementally to the winter tourism buy to extend the online reach.

Anticipated completion date(s):

Actions needed to complete this element:

Measurements(s) of Results

Peak Video – executed promised elements and measurement is the use by the ski areas, views on You Tube and Vimeo and inclusion in bonused ski segments within Northwest Cable News broadcasts and Mountain Top Ski & Snowboard Series

www.SkIdaho.us – The SkIdaho.us mobile version launched January 2012. The mobile version features conditions, resorts, events and hot deals. Prior to January mobile visits accounted for 20% of web traffic and since launching a mobile version mobile use has increased to 30% of overall visits to the Ski Idaho website. Of those using the mobile version 33% use Android devices, 33% use iPhone and 25% are using an iPad to access the information. The increase of iPhone devices from previous year is over 67% - related to Verizon's launch of the iPhone.

Extended Marketing in partnership with Drake Cooper and Idaho Tourism Office

These components worked great:

- Oct 1 start date
 - Supported Seattle Ski Show
- Focus on Pac NW/Seattle top content sites
- Vitamin ID creative cut through the clutter
 - Variety of ad sizes and messaging worked well to keep the campaign fresh over multiple months
 - Content sharing between Ski Idaho and resorts was incredibly helpful to cut costs and show variety of terrain, blue sky/conditions, etc
- Consecutive weekly promo offers allowed the entire ski/board industry to participate at any level



No activity during this report period due to seasonal nature of marketing activity.